

Business Development Basics 101



RESULTS
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- Business Author:** In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.
- Business Consultant:** Aged a young 57, has been consulting to businesses for over 20 years with clients in Hospitality, Health and Beauty, Finance, Retail, & Services industries.
- Seminar Presenter:** Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.
- Website Developer** For over 4 years has been designing and building websites for clients all over Australia.
- Online Consultant:** For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.
- SEO:** In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.
- Martial Artist:** Currently with over 22 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).
- From LinkedIn** Has been generating business from LinkedIn for since 2014
Over 50,000 Connections / Followers
Over 290 Recommendations
8.5 Million Content views in 2021
SSI consistently between 84 – 87
Consistently in the top 1% of profile views among his connections
Published over 190 articles on LinkedIn

Service & Support



Do you need help implementing any of these chapters or strategies?

Contact us via the Facebook Members Only Support Group here

<https://www.facebook.com/groups/Linkedintomorebusiness>

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Introduction

Hello

Firstly, I would like to congratulate you on engaging two of the simplest and most powerful influences that can change and improve your working lives, 'Information and Action'.

Put quite simply, information without implementation is useless, but information actioned can be extremely rewarding to your business and to your professional life.

The decision you have made to read and examine this Business Development Basics 101 highlights your desire to improve your lifestyle, to have a more enjoyable and more fulfilling working life, and to improve the performance of your business and increase its profits.

Originally written as part of a coaching series for Mortgage Brokers, regardless if your business provides either products or services, this manual contains some invaluable information that will help you to take your business towards the next level and beyond.

I can promise you that the action you are taking to read and, most importantly, implement as much as possible of this report, to make simple, step-by-step and straightforward changes to your business over a short period of time, will lead to measurable and often massive improvements to your working life and business profitability. I know you will be extremely impressed with what you and your business can really achieve.

Most people in business have the goal of increasing profits and reducing their actual workload, or the number of hours they spend in the office each week. This report has been written to provide you with the specific business improvement strategies and methods to achieve these goals and ideals.

The Report is designed to highlight the specific areas of your business you should work on to take your business to the next level and beyond. It includes sections that are 'Interactive' requiring you to complete certain sections and other parts that are Step X Step.

The key is to

Just Get Started.

I can promise you that the action you are undertaking to read and apply as much of this workbook as possible, to make simple, Step X Step and straightforward improvements to yourself as well as your business over a short period of time, will lead to impressive results.

When you have completely read this report, I would really appreciate it if you would keep in touch with me and inform me of your actions undertaken and the results you have achieved. Without a doubt, the most rewarding part of my business in consulting to other business owners and helping them develop their enterprise is when they inform me of their success stories and results.

Wishing You Continued Success and Warmest Regards

Derick Mildred

Proactive Vs Reactive



How many hours do you spend each week working proactively on improving your business? _____

Most business owners I speak to tell me they spend minimal time working on improving their business because they're too busy working in the business, they basically tell me they haven't got the time, or they cannot find the time, to work on making their business easier to run and more profitable, which I find astonishing!

Most business owners operate their business in a reactive way. This refers to waiting for a situation or problem to occur within the business and then taking the time to react to it.

Why do people operate their business like this?

Basically because of tradition and not knowing any better.... The problem with operating a business like this is that increased business growth is slow and, in some cases, extremely slow.

However, if you operate your business in a proactive way, which means finding ways to improve the overall business as an operation, by developing systemised methods for the day to day activities and tasks that go towards generating revenue for the business. You will then experience faster growth and further increased profits. Furthermore, you will be much more organised to handle the extra influx of business.

You should

Develop standards of business practice that are easily understood and applied.

Develop the highest standards of Client Service and Client Care.

Establish specific methods and strategies to generate more clients.

By setting aside a specific hour, just 1 – 2 hours per week, every week, to work on ways to improve the business then the business growth compounds each and every week providing greater growth and further increased profits in a shorter time period than would normally be achieved.

Your Proactive Hours:

All it takes is the commitment to set aside these 1 – 2 hours per week and stick to it, No Interruptions No Buts. The only thing that should stop your Proactive Hours taking place is a fire. After all when you really think about it they are the most important hours to be spent on your business. Think about it...

Plan of Action



After you have thoroughly read through this workbook, you should come back to this section and start by completing your 'Plan of Action'.

Think of it as a Step X Step 'Things to Do List' and just get started.

Remember:

Information without Implementation is Useless.

However

Information Applied Produces Results.

Importantly:

Don't delay, don't put it off until tomorrow or next week, don't fall for that voice that says, 'I'll come back to it later'. Because you and I both know, based on past experience, if you put it off it will never happen. You know I'm right!

Just get started and apply. Get Started Immediately.

The First step is

Fill out Your Plan of Action

Your Second step is

Your Plan of Action

- 1.) _____

- 2.) _____

- 3.) _____

- 4.) _____

- 5.) _____

- 6.) _____

- 7.) _____

- 8.) _____

- 9.) _____

- 10.) _____

Business Analysis

There are 4 areas of business that are vital to know to truly appreciate where your business is on a weekly basis, the costs of running your business as well as the cost of actually acquiring your clients and serving them.

These 4 key areas of business are

(A) Marketing Analysis, Individual Client Acquisition Cost.

(B) Lifetime Client Value, what they are actually worth to you.

(C) The Price of Losing a Client.

(D) Weekly Break Even Point



(A) Marketing Analysis

As a business owner you should know the exact cost to your business of acquiring each new client or your

How much your clients actually cost you to acquire.



Individual Client Acquisition Cost

The formula in principle is very simple. You simply add up all of your overheads and divide into that the number of clients you have.

*These figures will show you
how to appreciate our clients on a whole new level*

Here we are going to work out the figure for just one month; however for an exact figure you can use the same formula to work out the figures for all of your overheads divided by the total number of clients acquired since the commencement of your business.

- (A) How long have you been in business? _____ Years
- (B) How would you rate your turnover for last month?
Below Average Average Above Average
- (C) How many new clients did you get approvals for last month? _____
- (D) How much did you spend on advertising & marketing last month? \$ _____
- (E) What is your basic overhead for last month? (Rent, wages etc) \$ _____

**Let's take a moment and see how much you
have actually spent to acquire your
clients during just one month.**

(D) plus (E) = how much you have spent to attract, to acquire and to serve your existing clients during one month

(D) \$ _____ + (E) \$ _____ = \$ _____

You have actually spent \$ _____ to attract, acquire and serve your clients during one month.

A month that you describe as

Below Average Average Above Average

Now divide this figure of \$ _____ by the number of clients approved

(C) _____ = \$ _____ Each Client on average costs the business to acquire or your Individual Client Acquisition Cost.

(B) Lifetime Client Value

Let's see how much your clients are worth to your business over the long term.

What is the difference between a customer and a client.

A customer is somebody who walks into a 7/11 store and the owner of that store doesn't really care if he does or does not see that customer ever again. Generally, the quality of service reflects this type of attitude.

A Client is somebody who comes to your business to purchase or benefit from your services over a longer period of time, somebody who can refer others to you and also who may require your services several times over the years to come.

Therefore, all of your customers are actually clients in the true sense of the word.



Once you are fully aware of how much your clients are worth to your business in dollar terms over the longer period of time your level of service should reflect this, especially when you consider that as a mortgage broker how much money your business loses if a client of yours goes elsewhere.

The mortgage industry recently quoted the average mortgage loan duration or lifespan was just 3.5 years. I believe this is due to the recent property boom and that fact that many new lenders with more competitive products have become available onto the market.

The result here has been that many people have refinanced their loans, in many cases with other lenders.

However, if their mortgage broker stays up to date with the latest loan products that become available, when one of his clients wishes to refinance, it shouldn't mean that he loses the business.

Therefore, given that many people take out a mortgage for in excess of 20 years, even though during that time the mortgage could quite easily be held by several different lenders, the actual broker should still maintain their client as a client of their brokerage.

Lifetime Client Value for a Mortgage Broker consists of

(A) Your average Up Front Commission per client \$ _____

(B) Your average Trail Commission per client per year \$ _____

(C) How many years would you expect a client to remain a client of your brokerage? (10 years should be considered a conservative figure) _____

Now let's work out your average 'Trail Commission' for a client who stays with you for 10 years or more.

(B) _____ X (C) _____ = (D) \$ _____

(D) Your average client Trail Commission total for 10 years or more \$ _____

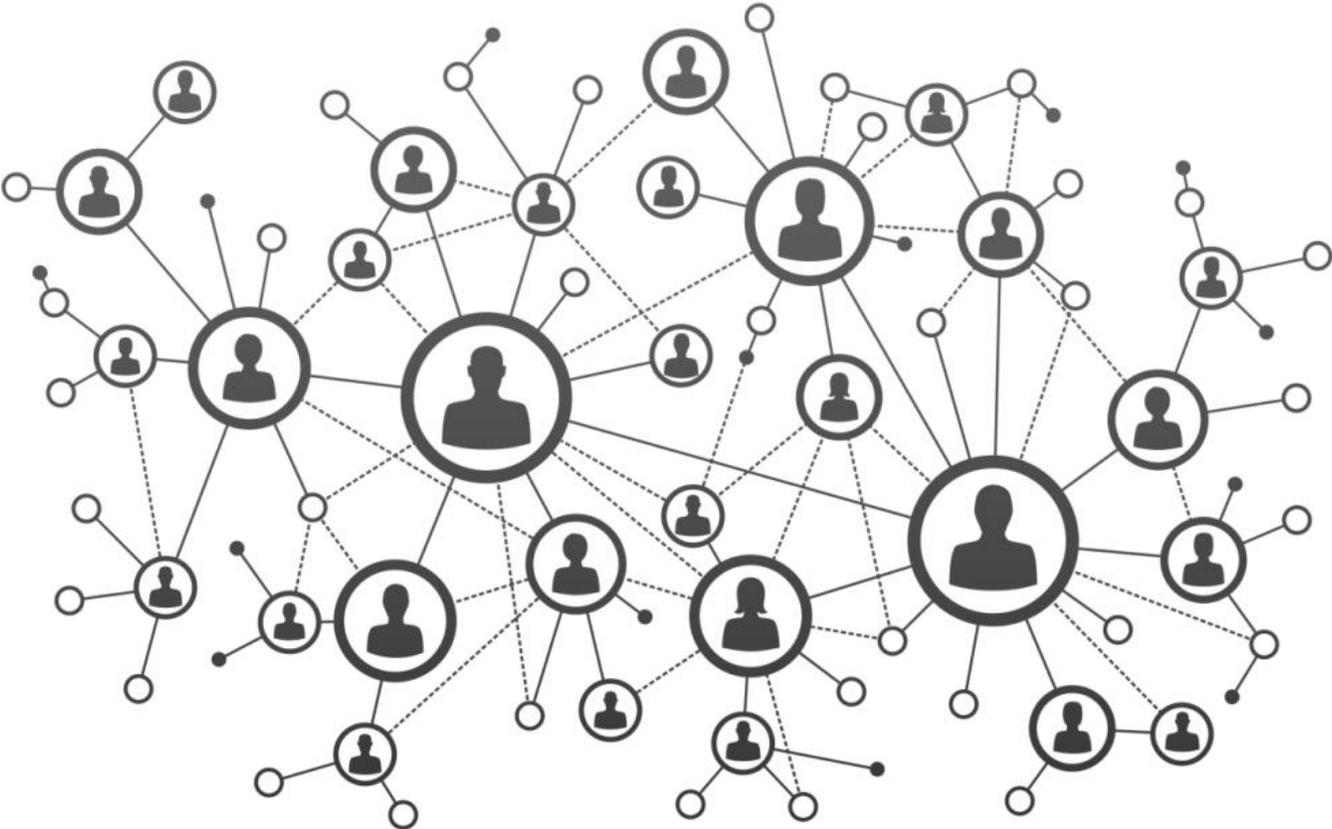
Your Lifetime Client Value is

(A) \$ _____ + (D) \$ _____ = \$ _____

Or the true average figure your clients are actually worth to your business in dollar terms.

This figure does NOT include the lifetime client value of the people they can refer to you.

When you consider how many people 'impressed clients' can refer to your business, your lifetime client value increases greatly.



(C) The Price of Losing a Client...

This is the mindset of all highly successful entrepreneurs and highly profitable enterprises.

It may seem obvious, when you look at the numbers and consider how much a client costs you in real dollar terms to acquire. Then add that to what they are worth to the business over their Lifetime or 'Lifetime Client Value', losing a client can become a very expensive situation. \$1,000's lost per each individual client lost.

Each Client on average costs your business to acquire \$_____

+ Your Average Lifetime Client Value \$_____

= \$_____ How much real \$ is lost to your business if you lose a client.

That's right, your business loses that much money when you lose a client.

Again when you consider anybody's 'circle of influence' how many people they can refer to you, the actual cost to your business of losing a client is substantially higher.

Therefore your standards of client care and service should be nothing short of 'outstanding'.

What happens to a business that recognises Lifetime Client Value, understands what it means if that business loses a client and then provides outstanding client service?

Increased referrals, increased profits because people want top quality service. Even better if they don't have to pay for it....

(D) Weekly Break Even Point



This is one of the most important figures that anybody in business should be aware of.

Just being aware of your Weekly Break-Even Point can be a huge stress reliever and will also allow you to have much better understanding of how well your business is actually running.

Imagine how you would feel if you could check your till, takings, revenue or bank balance on a Wednesday and know that all the costs of running your business for the week are already covered, and completely paid for.

As the title implies, your Weekly Break-Even Point is literally the amount of \$\$\$ you need to turn over in a week in order to cover all your overheads and liabilities, then all \$\$\$ generated after that are at a much higher profit level, depending on how your accounting methods are applied.

To establish your 'weekly break even points' basically we add up all the costs associated with the running of your business over a year and divide by 52.

Business Analysis (Annually).

Step 1. Your Total Overheads & Expenses for 1 year.

Salary (Gross).	Per Month	\$ _____
	X 12 Months	\$ _____
Rent.	Per Month	\$ _____
	X 12 Months	\$ _____
Property Expenses, Maintenance, Rates etc.	Per Month	\$ _____
	X 12 Months	\$ _____
Advertising, Marketing & Promotions.	Per Month	\$ _____
	X 12 Months	\$ _____
Computers & Equipment.	Per Month	\$ _____
	X 12 Months	\$ _____
Loan / Lease Repayments.	Per Month	\$ _____
	X 12 Months	\$ _____
Insurance.	Per Month	\$ _____
	X 12 Months	\$ _____
Accounting / Legal & Professional Services.	Per Month	\$ _____
	X 12 Months	\$ _____
Bank & Finance Fees.	Per Month	\$ _____
	X 12 Months	\$ _____
Stationery, Business Materials. Etc	Per Month	\$ _____
	X 12 Months	\$ _____
Delivery / Postage, etc	Per Month	\$ _____
	X 12 Months	\$ _____
Travel & Entertainment.	Per Month	\$ _____
	X 12 Months	\$ _____
Phone.	Per Month	\$ _____
	X 12 Months	\$ _____

Electricity.

Per Month \$ _____

X 12 Months \$ _____

Gas & Heating.

Per Month \$ _____

X 12 Months \$ _____

Other Expenses.

Per Month \$ _____

X 12 Months \$ _____

Simply add up all the costs to reveal the true total of operating your business over 1 year. Total Yearly Cost

\$ _____

now divide by 52 (52 weeks per year)

÷ 52

to reveal your **Weekly Break Even Point.**

=

\$ _____

or



How To Close More



Which one are you? _____

To get more sales, most salespeople are interested in only 3 things

How to see more people?

How to better manage their time?

How to close more deals?

There is something very wrong with this mindset; do you know what it is?

Yes

No

This is the way of thinking of salespeople who are more interested only in themselves and their commission instead of being genuinely interested in

- 1.) _____
- 2.) _____
- 3.) _____

Important:

If you study the people who achieve the most sales in any industry, you will find the top performers don't actually 'sell' they just talk to their prospects and help them. These top performers become trusted advisors whose advice and assistance helps the prospect achieve the very outcome both are looking for.

So what is the actual difference between a Trusted Advisor and a Salesperson?

It's really simple. The Trusted Advisor will establish and build stronger 'trust and rapport' much faster than the salesperson who is trying to sell from the very beginning. Ultimately it is this trust and rapport that makes the prospect more comfortable and more confident with choosing you as their preferred broker. Leave the salesperson in the car and just be yourself!!!

Your mindset should be based on

How can you provide better service or advice to your prospects?

How can you become better at what you do?

To be a 'Trusted Advisor' what valuable service and advice can you provide to your prospects?

- 1) _____

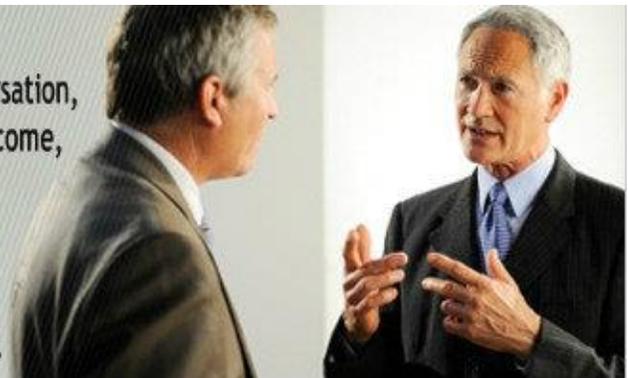
- 2) _____

- 3) _____

- 4) _____

- 5) _____

If you are genuinely interested in;
Talking to your prospects with normal and casual conversation,
Their needs and helping them achieve their desired outcome,
Providing sound, valuable and useable advice,
Substantiated with written testimonials,
Culminating with a confident and comfortable 'close',
then the results will surely come.



Tie Downs

What are 'Tie Downs'?

Whenever you make a statement of fact and you want to know if the person or prospect you are talking to agrees with you, you would ask them if they agree. Each time they agree with you, you are influencing them psychologically on both a conscious and sub conscious level.

Tie Downs will help you to strongly connect and quickly build trust and rapport with who you are talking to. The more a prospect agrees with you during your conversation with them the more likely they are to agree with you when you ask the ultimate question which is to list their property with you. Does that make sense?

When you are talking to your prospects do you currently use 'Tie Downs'?

Yes

No

Here are some 'Tie Downs' that work well.

- 1.) Does that make sense?
- 2.) That makes sense doesn't it?
- 3.) Does that sound familiar?
- 4.) Is that OK?
- 5.) Does that sound fair enough?
- 6.) Isn't that right?
- 7.) Isn't it?
- 8.) Do you see my point?
- 9.) Are you happy with that?

Warning:

There is 1 'Tie Down' that you should never use, it is

'Do you understand?'

The reason is because it's patronising and can even come across as being rude.

Closing

Your Average Closing Rate

Your Average Closing Rate is a measure of your abilities and efficiencies in closing deals to submit more loan applications. It literally tells you how good you are.

- 1.) Out of every 10 prospects you speak to, how many prospects give you the go ahead to submit a loan application for them? _____

- 2.) On average how many times do you 'Close' when you are talking to each prospect? _____

What 'Closes' do you currently use?

- 1) _____

- 2) _____

- 3) _____

- 4) _____

- 5) _____

Some popular 'Closes'.

- 1.) So, what do you think?
- 2.) Does that sound fair enough?
- 3.) Would you me to get started on your loan application?
- 4.) Would you like me to check your credit file?
- 5.) Yes, we can do that for you, shall we get started?
- 6.) The 'Assumptive' Close.
- 7.) I reckon I have a lender with a loan for you, shall we do the paperwork?
 'I'm reasonably certain we can get this over the line for you, provided
 we don't have any surprises; shall we get started then?

What are the best closes that you have ever heard?

1) _____

2) _____

3) _____

4) _____

5) _____

The Psychology of Closing the Deal.

When it comes to closing a deal the **Number 1 Golden Rule is**



Notes:

Mailing List / Database



Your Mailing List or Data Base is one of the most important assets of your mortgage brokerage as a business.

It is what allows you to keep track of how many prospects and clients you have, who you haven't seen or spoken to for a while, who utilizes your services the most and how your business is actually growing compared to all the money you are spending to actually run it.

If you ever want to sell your mortgage brokerage business, your Mailing List or Data Base is what will make your business far more saleable at a higher price.

Any prospective buyer of your business will want to know all about your Database/Mailing list, including

- 1.) How often you communicate to the people on your list,
- 2.) What you communicate,
- 3.) & the results generated,

Why? So, he or she can get an understanding of how well you have looked after your clients.

They may also have other products or professional services they may wish to promote to your clients, so a list that you have been in regular contact with adds value to your business.

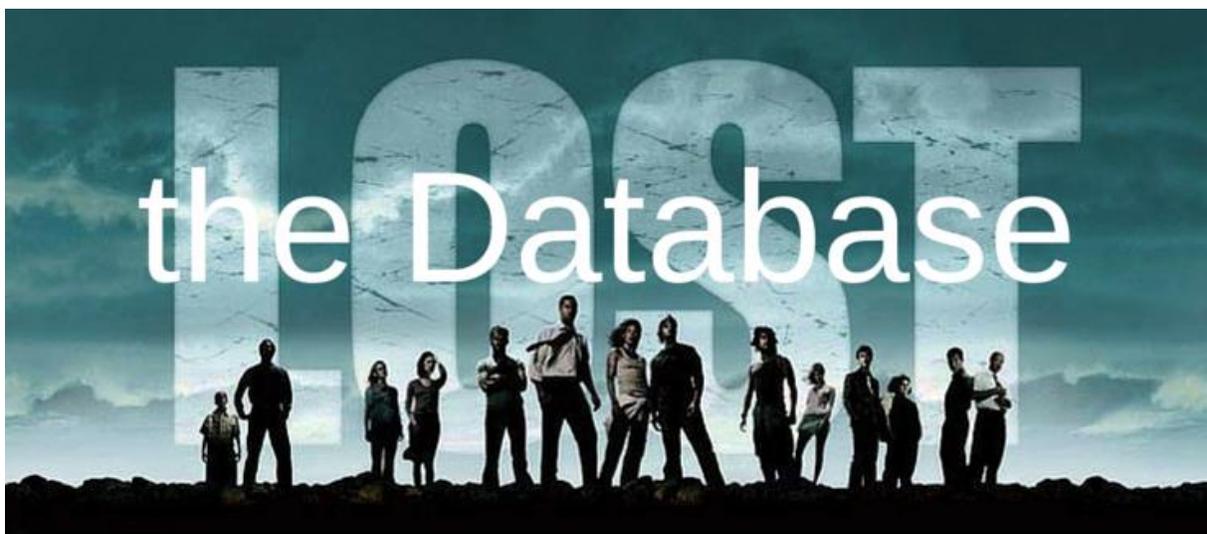
Furthermore, whenever new products become available to you, that are suitable to be promoted to your client list, you can generate immediate interest, and inquiries for further loan applications, refinancing etc.

Remember:

'It's easier to provide extra or additional services to existing clients than it is to acquire new ones.'

Important:

- 1.) Your Database/Mailing list is a valuable asset for your business, so valuable that if you lost it then where would your business be? You should regularly 'back up' your list, at least once a week.
- 2.) I recommend that you also have access to a second pc or laptop as something as little as a 'power surge' or just a blown pc power supply can cause problems to hard drives and also cause a major disruption to your business. Storing your Database/Mailing List in 'Cloud' is also a viable option.
- 3.) If you are going to put on staff or let staff have access to your client list you should have them sign a written and legal agreement that states that they will not under any circumstances contact anybody from your list without your permission and only for the purpose you outline to them.



It amazes me how many stories I hear these days of businesses that have had staff 'poach' their client list.

You wouldn't let everybody have access to your bank accounts, would you? It's the same with your Mailing List/Data Base, especially considering all the money you have spent to acquire your clients. Only those which have a directly related role and whom you trust should have access to it.

You should use your mailing list or data base to mail out

- ◆ Follow Up with Prospects.
- ◆ Congratulations Your Loan is Approved.
- ◆ Product or Service Updates.
- ◆ Market Information that effects your Clients.
- ◆ Thank You Letters.
- ◆ Reminder Letters.
- ◆ Missed You Letters.
- ◆ Promotional Letters.
- ◆ Newsletters & Information.
- ◆ Invitations to Events etc.
- ◆ Birthday Cards, Christmas Cards etc.
- ◆ Gifts.

Use your Mailing List to stay in touch with your clients, to keep more of them for the longer term, to provide information they will appreciate, to show them how much you care about them and how much you appreciate that they are clients of yours.

17 Proven Marketing Strategies

17 Proven Strategies to Increase Inquiries for a Broker

- 1.) Hand written notes (Not printed to look like hand writing) to the property owner advising that you can save them \$\$\$ on interest.
- 2.) Letterbox drops offering to 'Save Interest with a Free Loan Comparisons'.
- 3.) Ask clients you have just got a loan approved for if you can place a sign in their front yard for 30 days.
- 4.) If you're connected with any Real Estate Agents, ask if you can put a sign next to theirs or even flyers in a holder on their signs.
- 5.) Create your own market: Talk to people about showing them your latest loan product that may be of interest to them, (Only if it can save them \$\$\$ on their monthly repayments) 'I have a new loan product that will save you \$\$\$ on your monthly repayments that I think you would like to look at, I think you will love it, it won't hurt to have a look'.
- 6.) Connect with Lawyers that specialise in Divorce, Family Law, Real Estate and Relocation specialists that may be able to refer prospects to you.
- 7.) Connect with Property Valuation providers and agree to cross sell and cross promote each other's' services.
- 8.) Using your CRM, working your database to stay in contact with old contacts, new contacts and use email to keep them informed about the latest changes and updates to Interest Rates, Loan products, Regulation changes etc.
- 9.) Send a letter and follow up with a phone call to a client when an 'industry update' specifically affects them.
- 10.) Building your 'Circle of Influence'.
- 11.) Referrals from previous clients.
- 12.) Referrals from other people and networking with people in business.
- 13.) Building relationships with people you meet everywhere.
- 14.) Advertising in your local area for Save \$\$\$ on Your Home Loan Payments.
- 15.) Sponsor local teams/ events to promote your sales?
(Always promote your RESULTS)
- 16.) Consistent Follow Up.
- 18.) Information Evenings
- 17.) Target Developers. Build a database of developers building in your area, introduce yourself to them, build and nurture the relationship. When one developer gives you a lead, how many properties could that be???

Building and nurturing relationships and just talking to people.

Remember to be the 'Advisor' to people and not the 'Salesman'.

Your Marketing Channels



Let's take a look at your marketing...

Without a doubt, the most important part of any business is its marketing.

Without customers /clients you do not have a business.

Marketing attracts clients to you.

Therefore marketing is Vital to the success of your business.

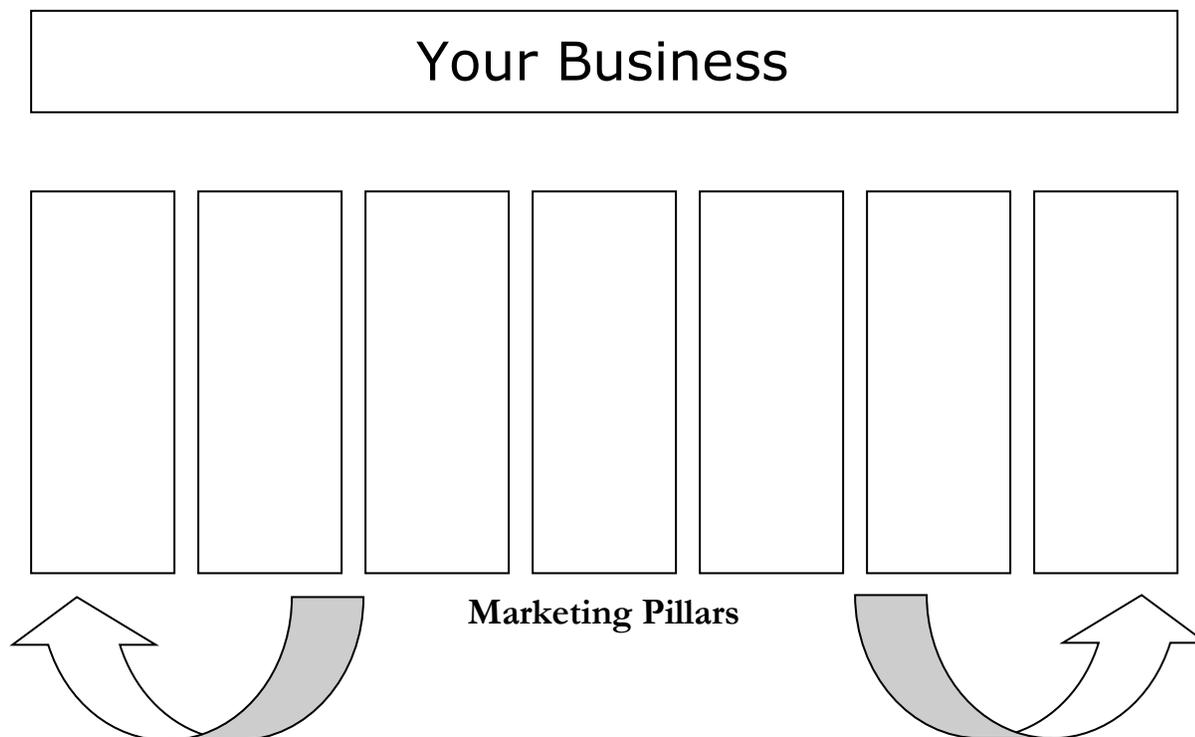
Marketing Basics.

Most businesses really don't understand marketing. They usually rely on just one or two marketing strategies, if either of their marketing strategies slows down or fail then the business can be in real trouble.

I advise all of my clients to have at least half a dozen marketing systems or channels in place to ensure a constant flow of new business. If you have several fishing lines in the water at the same time you're likely to catch more than one fish... Does that make sense?

Let's look at your business and what marketing systems you have in place.

How many 'Lead Generation' Marketing Channels is your business built on?



In the above diagram, please write in the marketing channels you are using currently. All of the methods you use to attract prospects to your business. For example, website & SEO, Facebook, LinkedIn, Referral Partners, Online advertising Google Adwords etc, **Only write in methods that you use continually.**

How many marketing channels do you use consistently? _____

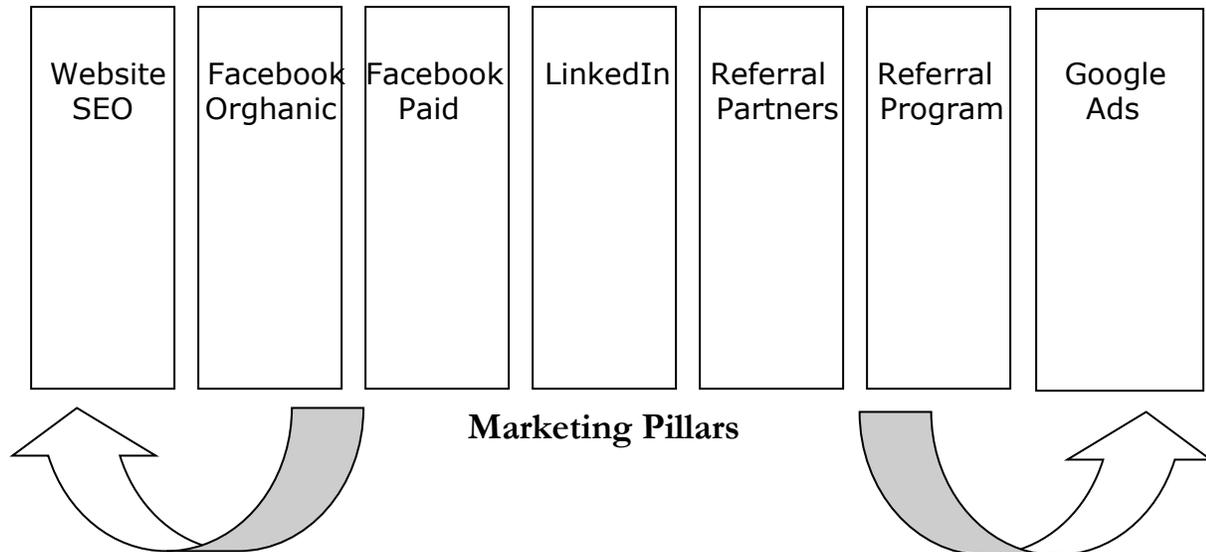
Many businesses only have one or two marketing channels in place, a website and maybe some Social Media ads. The reason is simple, there is so much out there to choose from, and so many people to ask should I do this or should I try that, people just become overwhelmed with so much to choose from they never get started.

If building your business is about getting more clients, then that requires more focus on your marketing. So focus on marketing.

I'm going to recommend that you spend a minimum of 2 hours a week working solely on your marketing. Just 2 hours a week minimum and the results will amaze you.

Here are the marketing channels I suggest you have in place A S A P.

Your Business



Further Marketing Channels to consider include

- 1.) Events (Community, Industry, Sports etc)
- 2.) Information Evenings/Workshops
- 3.) Blogs
- 4.) Re Targeting Previous Leads

For now, you must understand that marketing is the lifeblood of any business. You can be the best in your profession but if nobody knows about you it is all in vain, commercially speaking.

Think about some of the greatest success stories in business. Does McDonalds make the best hamburger you have ever tasted? The only answer could be "no." So how did McDonalds become one of the largest businesses in the world?

Was Bill Gates, the founder of Microsoft, the only guy or girl who had extreme computer knowledge when the PC was immersing as a global tool? So how come Microsoft is the biggest software firm on the planet?

The secret ingredient in both of these phenomenal business success stories is marketing. They may not have the best product or service, but both know how to get their products to market... that is marketing.

Your Point of Difference



It's been said that

'Doing the same as others and expecting a different result is
a definition of insanity!'

More to the point is if you do the same as your competitors within your industry you can expect nothing more than similar results. To achieve better results you need to stand out from the crowd, you need to do just a few things differently.

It's called 'Your Point of Difference' and it is what separates you from your competitors. It's what you offer your prospects that makes you a better proposition for them to choose you over your competitors from within your industry.

Use 'Your Point of Difference' to help you stand out over and above your competition and sign up more clients or leads.

To build 'Your Point of Difference' you should compile a list of benefits to your prospects that your competitors don't provide.

What benefits can you offer your prospects that your competitors don't?

- 1.) _____
- 2.) _____
- 3.) _____
- 4.) _____
- 5.) _____

USP



USP stands for

Unique Selling Proposition

Or

Ultimate Strategic Position

When thinking about a USP for your business it's important to remember that when people buy, they either buy results, a solution or a benefit.

So, to develop your USP you should consider the following,

Your USP

- 1.) Should be unique,
- 2.) Separate you from your competition,
- 3.) Connected to your products or services,
- 4.) State a specific benefit,
- 5.) Describe or detail what you are best at,
- 6.) Provide client focused value,
- 7.) Should give people a strong reason to buy.

How to Create Your USP

Firstly, your USP needs to be refined down to just one sentence that sends a strong message about your business and your brand. It should be compelling so it can be used in the headline that promotes your services, your business etc.

1.) Write down your key benefits.

1A.) _____

1B.) _____

1C.) _____

2.) Obviously it should be unique.

3.) Solve an industry problem or 'point of pain'.

4.) Be specific and provide proof if possible.

5.) One sentence.

6.) Be able to be integrated into all of your marketing efforts and materials.

7.) Importantly you must be able to stand up to your USP and deliver on what you claim.

Your USP



Client Care



In order to fully appreciate the value of strong client care initiatives towards the benefit of your business, you need to understand that every single one of your clients can basically get their mortgage or loan requirements met ANYWHERE.

The only reason they come to you and don't go somewhere else is because they themselves or their friends or people in business who have referred them to you, have confidence in you and they like the way you look after them, in addition to the actual service you provide.

The only flaw in providing business service on a level that is the same as everybody else is as soon as your clients are treated better by somebody else who makes them feel better looked after, who shows them just a little more appreciation. Then they are gone, off to the competition.

Therefore, you need to set up simple client care initiatives that will have your clients so impressed with how you treat them and make them feel truly looked after that they will never even dream of leaving you for the competition, and furthermore, they will be a lot more inclined to recommend their family and friends to you.

Considering the percentage of your 'first time' clients who become regulars, what can you do to increase this percentage?

Some Client Care Initiatives you should consider are

- ◆ Thank you letters for new clients. They will only cost you \$1.00 but a little bit of appreciation and common courtesy can go a long way.
- ◆ Thank You Packs. A gift pack, hamper, etc, just to say thanks to somebody for becoming a client or for referring an amount of business to you can really be appreciated, especially considering it's totally unexpected.
- ◆ letters. Advise your clients about new loans that have recently become available that could save them money, or that they should discuss an annual review of their existing loan facility.
- ◆ Gifts & Promotional Items. Little gifts or promotional items can go along way towards increasing your client's loyalty to your business. They can cost you minimal \$ per client and strengthen their appreciation of you and your business. It's the little unexpected extra things that count. Christmas gifts should be a must, not just a card.
- ◆ Services Available List & Brochures. You should have a list or a brochure of all the services you provide along with the benefits to your clients of these services. Extra and easy profits are available here.
- ◆ Newsletter. At least twice per year you should send out a newsletter to all of your clients informing them of the latest associated industry developments and news. Remember to include several testimonials from satisfied clients in your newsletter.
- ◆ Follow Up & Communicate. Always stay in touch with your clients, make them feel as though they are delighted with your services and that they will never get any better service anywhere else.

All of your clients should be asked.

'Is there anything else we can do for you'?

Or 'Are they happy with that'?

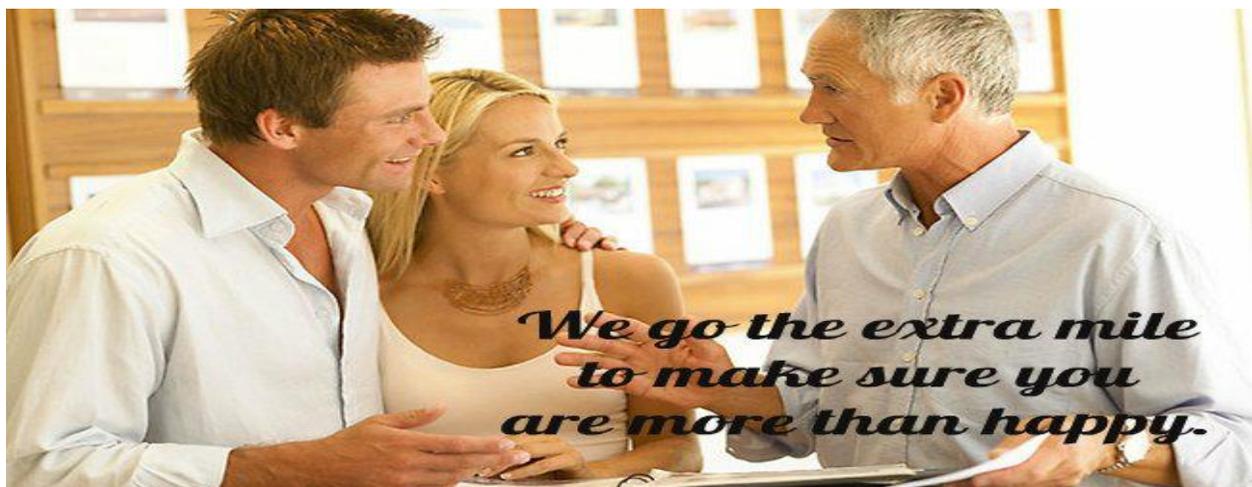
Or 'Any problems please give us a call, we are here to help'

Basically, show the clients that you care.

Think about this:

How can your clients 'Fly First Class' when they experience your services?

How little will it actually cost you to provide 'First Class' service?



To put it another way

At one stage or another we have all experienced less than average service or we have just not been suitably impressed with how we were treated or 'looked after' by a particular business. This can actually create an opportunity.

If you appreciate the ongoing value of a client to your business, how much money they are worth to you, how much money you have actually spent to acquire them, and then you provide them with absolutely outstanding levels of client care and service. Then what happens?

People want more

&

They want their friends to experience it as well.

We all know that when we experience a business that leaves us truly impressed with the standard of service they have provided to us, that we want more of it.

After you have completely read this workbook, come back to this section and write down what you can do to provide your prospects and clients with absolutely outstanding service in all areas of your business relationship with them.

How you can provide your clients with a level and standard of service that will leave them more than impressed with you and how you have looked after them. This will help you stand out over and above your competitors and also increase your ability to be recommended and referred.

Outstanding Client Care Strategies

What strategies can you put in place to provide the highest standards of 1st class service to your prospects and clients?

Strategies that will demonstrate to your prospects and clients that you are better than your competitors, that you provide absolutely Outstanding Care and Service to your clients, that you should be their preferred choice.

Your Plan for Better Client Service

- 1.) _____

- 2.) _____

- 3.) _____

- 4.) _____

- 5.) _____

Some ideas to consider

- 1.) A Welcome to "Your finance Application" Kit that includes all the steps.
- 2.) Progress reports.
- 3.) Introduction to our Professional Services Provider network.
- 4.) An Outstanding 'Congratulations Your Loan is Approved' gift.
- 5.) Quality follow up and communication.
- 6.) Written testimonials your clients and prospects can contact if possible.

*It can take 20 years to
build a reputation and
only 5 minutes to ruin it.
If you think about that
you'll do things differently.*

- Warren Buffet



How to Get Testimonials



Testimonials are a great endorsement of the services you have provided, your business, as well as being an indication that your clients are very satisfied with what you have provided to them.

Used properly testimonials, Endorsements and Reviews are described as 'marketing Gold'.

As a marketing tool they can help you in many ways including

- ✓ Improved reputation and standing within the marketplace.
- ✓ Helping you to establish and build credibility, respect and trust.
- ✓ Proof your clients are satisfied and happy with your services.
- ✓ Proof that you can look after your clients and provide what you claim to be able to do.
- ✓ An endorsement of your services, your abilities and importantly you!

A Problem We've All Experienced!

Knowing how valuable testimonials can be to us and how much they can mean to our business; we've all had the experience of a delighted client who has promised us a testimonial and it has never arrived. We've sent carefully worded reminder emails, messages and phone calls to No avail.

I'm sure the client meant well and was genuine when they said they would like to provide a testimonial, but the longer the delay the harder it is to actually get the testimonial. I think part of the problem for the client is in actually sitting down and writing a testimonial and what to say.

However, there is a solution. And that is to make it as easy as possible for the client to provide you with a Testimonial in writing at the actual time they are discussing it with you.

There are 2 parts to getting the client to provide you with a testimonial in writing when they are keen to provide you with one.

- 1.) A Feedback form like the one provided.
- 2.) You actually ask the client to quickly fill out the feedback form including the testimonial part so you can add it to your collection. (the key is to make light humor of it! This is essential)

Another Option:

Another way to get a client to provide a testimonial is to ask them to complete a Client Satisfaction Survey. Please see the Chapter titled 'Client Satisfaction Survey'.

Other Endorsements, Reviews etc

Facebook:

On Facebook they can leave Reviews upto 5 Stars and also comments.

Google

On Google they can also leave a Review up to 5 Stars as well as comments.

Linkedin

Linkedin allows your 'Connections' to leave you're a 'Recommendation' which are great for your LinkedIn profile.

Here is a sample of a Feedback Form

I would greatly appreciate your feedback.

As a valued client I would really appreciate your feedback on the service I have provided to you. I sincerely hope that you’re delighted with your loan facility now that it is approved and that you’re looking forward to settlement.

How would you rate

My services as your broker *More than happy.*
 Satisfied.
 Could be better.

The panel of lenders to choose from *Excellent.*
 Average.
 Below Average.

The specific loans I suggested to you *Good.*
 Average.
 Below Average.

The process to get your loan approved *Very Easy.*
 OK.
 Challenging.

Further ideas/ comments/ suggestions or even a Testimonial:

May I use these comments or testimonial on our website
www._____.com?

Yes

No

If Yes,

Your Name: _____

Position: _____

Suburb: _____

If Relevant, (Eg: a loan for a business etc)

Company or Business Name: _____

Suburb: _____

Thank You for your feedback
(Name Here.)

Your privacy is important to us and at no time will we provide your details to another unrelated company.

Client Satisfaction Survey



To know exactly which areas of your business and service are best to improve it's important to get quality feedback from as many of your clients as possible.

A 'Client Satisfaction Survey' is the medium that you use, and you simply hand it to the client when they have just received their Thank You hamper from you a few days after settlement.

Your Client Satisfaction Survey will give you valuable feedback about your business and standards of service.

A second benefit here is that your clients will also provide you with a testimonial along with permission to use it to promote your business.

Provided that your standards of service are good, and that the client has been professionally looked after, then you should always get some good comments.

Should you receive several comments from different clients, all highlighting the same concern, then obviously there is an area that may have been previously unknown to you that needs some attention, and your clients have just informed you of it.

To make your Client Satisfaction Survey look as professional as possible you should print it out on your letterhead or similar.

Your Online Profile (Reputation)



It's very easy for anybody to Google your name or your business name and to find a whole lot of information about you.

As much as possible, preferably everything that people can find about you online needs to be consistent and positive.

It's all about managing your online reputation including

- Websites,
- Social Media,
- Reviews, Testimonials, Case Studies,
- Comments made by you,
- Rankings or Star Ratings,
- Posts,
- Articles or Blogs,
- Judgements etc,
- Proceedings,

Anything negative can literally cost you business. The old rule that once it's online it stays online applies, however negatives can be managed one way or another and in most cases with a little communication the situation should be resolved.

Remember, any comment that creates doubt, negativity or scepticism in the mind of a prospect makes it easier for that prospect to go elsewhere.

Therefore it's important to manage your online profile or reputation by regularly checking your name and business name on google.

Whenever a negative comment arises anywhere you should assess the situation and wherever possible contact the person via email and or phone and try to compromise or resolve whatever the problem maybe.

Considering what ongoing business is worth to you, especially in \$\$\$ terms then taking the time to make a disgruntled person happy can be well worth the time and effort.

To help you be aware of any new comments about you online you should set up a Google Alert. Go to <https://www.google.com.au/alerts>

In some cases, online reputation repair may be required in which case there are companies that can be found on Google that can help. But be prepared, it's very hard to remove 'negatives' but they can be made harder to find.



Posts about the latest industry, product or service updates and how those updates effect or benefit your clients.

Advertising on Facebook allows you to significantly fine tune your targeting of people within your target market, more than any other medium available today, including Google.

Best used for keeping your 'Friends' or connections on facebook informed and up to date. Also great for targeting specific demographics with paid advertising.

Please see the chapter on Facebook for further information about how to use it.

2.) LinkedIn.

Described as the Facebook for professionals with good reason, instead of building up a group of 'Friends' like you would on Facebook, you build up a list of 'Connections' in business on LinkedIn.

The best part is unlike Facebook, when you put up a post on LinkedIn it goes out to all of your connections.

It's also a lot easier to 'Connect' with a lot more people on LinkedIn than it is on facebook.

Best used for building up your professional 'connections'. Great for posts that go out to all your connections and also a good source for networking with other people in business.

Please see the chapter on LinkedIn for further information about how to use it.

3.) Youtube.

The worlds best known and largest video hosting platform allows you to post your own commercials, video clips, information clips etc that you can direct your prospects, clients or friends to.

Best used as a platform to host anything you can put on video and to direct people to.

4.) Google+

Google's attempt at developing their own Facebook, it has its merits but not in the same league as Facebook. I only recommend you put up the occasional post and leave it at that.

It does have benefits for SEO which only your web designer should already know about.

Best used for irregularly for posts, the same style of posts as either Facebook or LinkedIn but not as often as it does not have the reach of the other 2.



The Key to success of Social Media is to 'Inform' and not to 'Sell'.

To become 'Top of Mind'.



LinkedIn has been described as being 'a Facebook for professionals', an online social network for professional people to 'connect' with other people in business, a great place for professional networking, job searching, potential sales leads and connecting with other people relative to your industry and also potential business partners. Users can create a personal profile, then search for "friends" or "contacts," and create extensive networks of connections.

LinkedIn provides you with a Professional profile that contains your

- Accomplishments,
- Background,
- Education & Qualifications,
- Experience,
- Interests,
- Hobbies,
- History,
- Endorsements from contacts and clients,
- Recommendations from people that have experienced your services,
- Testimonials from your clients,
- Contacts.

Everything that doesn't fit on your business card and is not included on your resume, basically a comprehensive description of **you** as a brand.

LinkedIn allows you to build your list of contacts and connections in business. What used to take years to do can now be done in months. You can easily build a list of hundreds of people that you can promote yourself and provide services to.

You can also use LinkedIn as a medium to reconnect with people you may have fallen out of touch with, putting you back in contact.

You can multiply your efforts by connecting with friends of your connections. (This can be powerful).

Warning: As with most Social Networks, using the network to deliberately try to 'sell' is generally frowned upon. It is all about establishing and building relationships with people, establishing and building trust, then from which eventually can come the opportunity to provide your service and expertise for your usual fee.

How to Set Up Your LinkedIn Profile

To set up your profile is very easy and its Step X Step, LinkedIn will provide you with prompts to follow.

Your profile should have

- 1.) A recent and professional looking photo of you.
- 2.) Your headline should contain your top 3 keywords.
- 3.) The geographic location or the area or suburbs you work in.
- 4.) A customized LinkedIn contact URL, with your name.
- 5.) A link to your website.
- 6.) Your Top 3 Keywords to help target a search,
- 7.) Make sure your URL contains your first and last name.
- 8.) Your Contact Information
- 9.) 'our 'About' section complete and written in the first person.
- 10.) If possible, use a slideshow or video to emphasise and better present.
- 10.) 'Skills & Expertise', load with keywords you want to be endorsed for.
- 11.) 'Projects' use this section to highlight Free Reports, downloads etc that you offer. (These must be relevant and of interest to your target market)
- 12.) Complete your current and past work history.
- 13.) 'Recommendations' aim for as many as possible.

- 14.) 'Volunteer Experience and Causes' that you contribute to or support.
- 15.) 'Honours & Awards' that you have received.
- 16.) 'Groups' Join as many as 50 which helps your search rankings.
- 17.) 'Following' or Connecting as many people as possible also helps with search rankings and enhancing your authority, credibility and reputation.
- 18.) Post regularly which helps keep you Top of Mind, builds your name as a brand, assists with online reputation and SEO.

Remember:

Throughout your profile remember to use keywords that you want to be searched for.

How to Manage Your LinkedIn Profile

To manage your profile takes only a few minutes a day.

- 1.) Search LinkedIn for people you already know in your industry and invite them to connect with you.
- 2.) Reply to everybody that connects with you with a short 'Thank You for Connecting' email. This helps you to stand out and be remembered.
- 3.) Aim to build your numbers of 'Connections' to a minimum of 500 +.
- 4.) Endorse people.
- 5.) Provide recommendations to people whose services you have experienced.
- 6.) Seek endorsements from people you have provided outstanding services to.

Using LinkedIn Daily

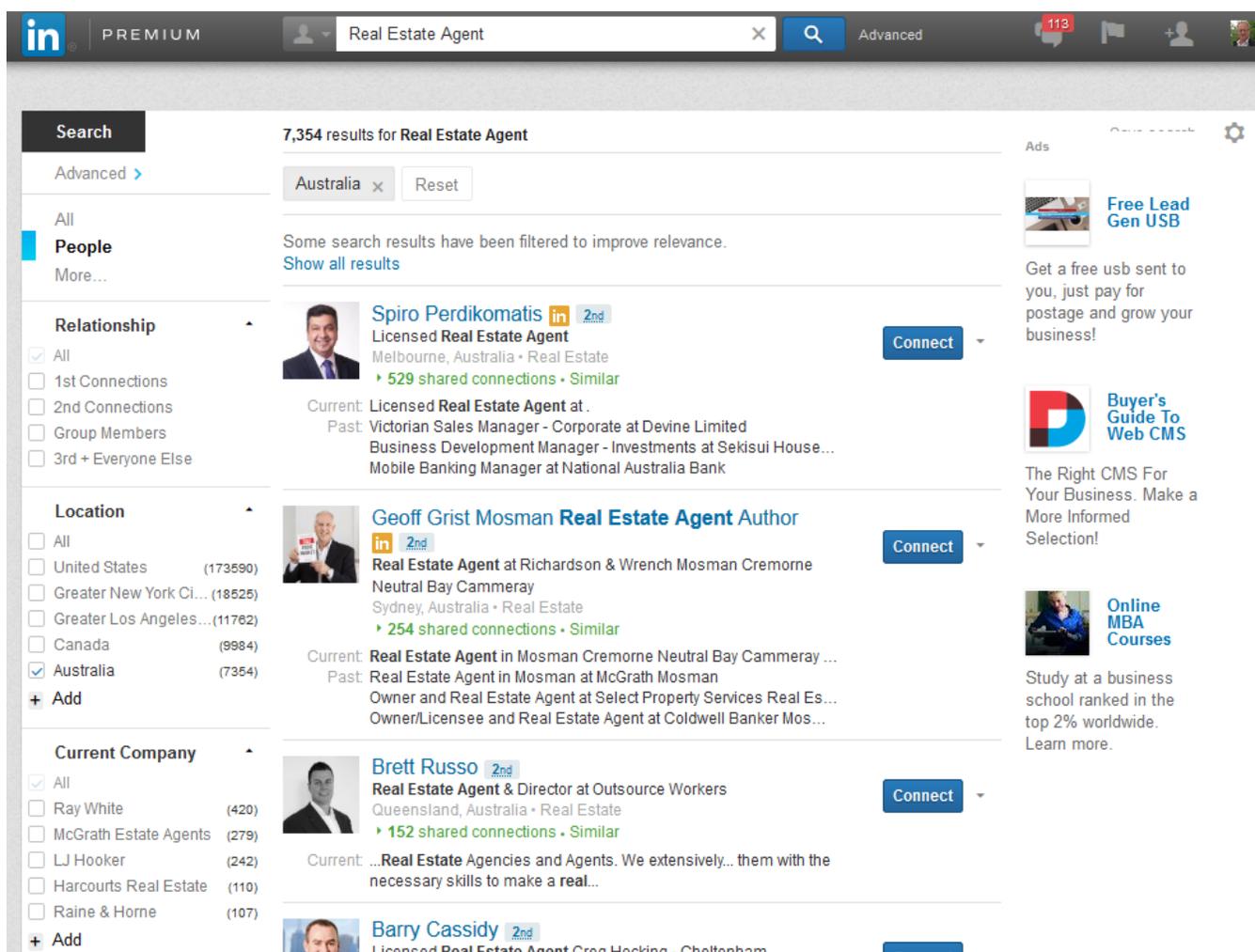
- 1.) Don't spend any more than 15 minutes a day managing your LinkedIn.
- 2.) Always be professional, positive and helpful.
- 3.) Above all; Treat people the way you would like to be treated.

LinkedIn as a Search Engine.

Have you ever wanted to search for many people within a particular industry?

Let's say you want to search for Real Estate Agents within a particular state, town, suburb or area.

Well using the LinkedIn Search Bar you just type in Real Estate Agents and hit 'Enter'.



Under Location. On the left tick the box next to Australia and you will bring up the Search Results for Australia, all 7354 of them.

Click on 'Add' and you can refine your search further all the way down to a town, suburb or area.

Then to send them a request to 'Connect' with you, just click on



LinkedIn as a Search Engine as a Paid Subscriber.

Paying a monthly or yearly subscription to LinkedIn has its benefits including

Unlimited Search

More Refined Search

Unlimited Search.

Unlimited Search as LinkedIn calls it does actually have its limits, although most people never reach them. If you do reach the LinkedIn Search limits which are in the 1,000's, make sure you obey the 'warnings' otherwise you may find your account limited or restricted.

Using Unlimited Search allows you to massively expand your numbers of 'Connections' which in turn allows you to massively increase your reach of your posts.

LinkedIn Do's & Don'ts



Do's

- 1.) Have an attractive and professional profile picture.
- 2.) Make sure your profile is complete with an 'All Star' rating.
- 3.) Make sure your shared content is related to business.
- 4.) Try to personalise your 'Connect' requests.
- 5.) Get involved in 'Groups' and constructively participate.
- 6.) Always approve requests from 'Connections' to be introduced to other 'Connections'.
- 7.) Establish, build and nurture your relationships with people, touch base occasionally.
- 8.) Reach out and make meaningful connections, research their profile first.
- 9.) Link videos related to your business and what you have to offer, that help people.
- 10.) Try to add value for the reader of your posts and profile.
- 11.) Look for connections and opportunities to 'Cross Promote'.
- 12.) Make sure that you personalise any recommendations.
- 13.) Send a 'Welcome Message' that provides value to the reader.
- 14.) Try to devote 10 minutes to LinkedIn a day.

Don'ts

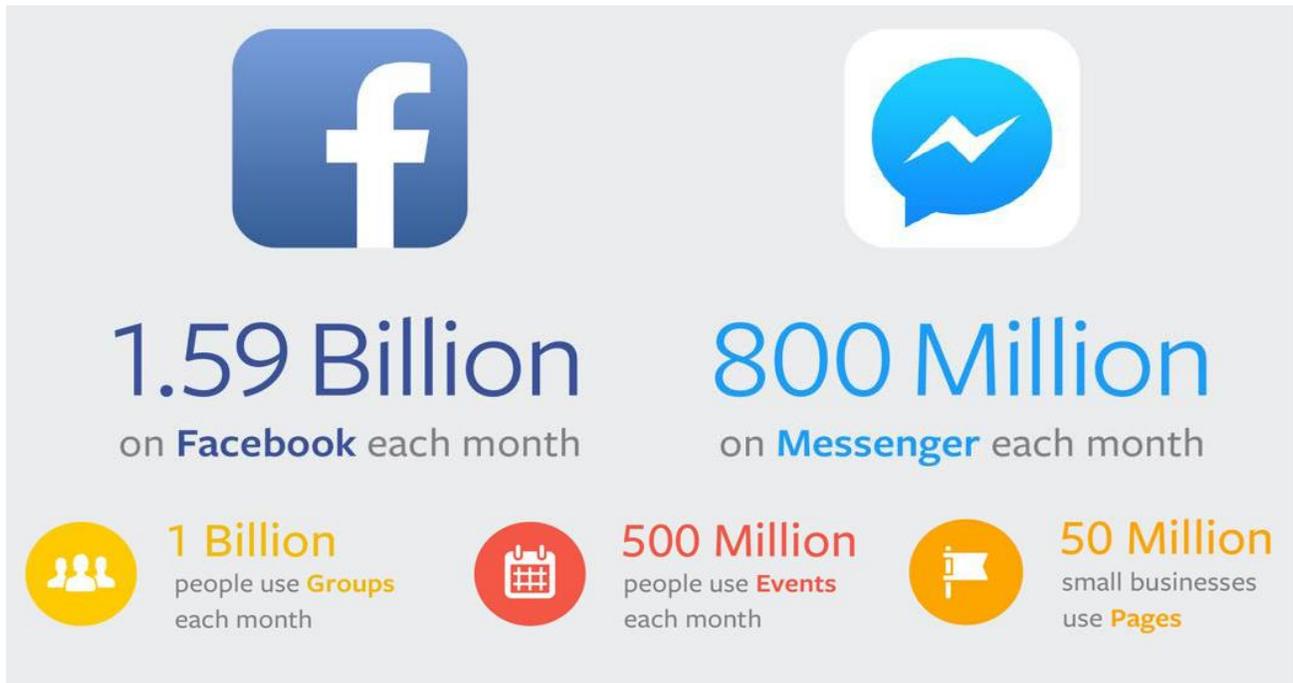
- 1.) Don't over post, 1 – 3 times a day is sufficient.
- 2.) 'Update Notifications' really annoy people so make sure it's turned off.
- 3.) Do not send mass messages.
- 4.) Do NOT Direct Sell on LinkedIn, people hate this and it's frowned upon.
- 5.) Do not SPAM LinkedIn Groups with sales messages, let people approach you.
- 5.) Do not ask for endorsements or recommendations from people you barely know.
- 7.) Do not post any 'sexualised' content.
- 8.) Don't use LinkedIn as a Dating Site.
- 9.) Be careful posting anything religious or political.
- 10.) Be wary of 'connection' requests from people with very basic profiles.
- 11.) Don't confuse quantity for quality, always try to provide quality.
- 12.) Don't expect others to either network or use LinkedIn like you do, even with 780 million members LinkedIn is still in its infancy.
- 13.) Don't use LinkedIn to ask people to Like your Facebook page.
- 14.) Don't start a message with 'I see you viewed my profile', it can come across as a bit 'creepy' just send a personalised 'Connection' request instead.
- 15.) Above all, try not to be impatient; relationships take time and so does LinkedIn.



Facebook



To understand Facebook it's important to understand why it is so popular. The numbers are quite extraordinary.



Facebook is by far the most popular 'medium' on the market to day with both users and advertisers.

Popular with users because it provides them with everything that appeals to their interests at the time in a format that works on all screen devices.

Popular with advertisers due to it's extremely high target ability that reduces campaign waste and increases response therefore increasing advertiser ROI.

Facebook Stats

- The numbers of Facebook users and advertisers is still expanding
- 2.19 + Billion people use Facebook each month
- 1.45 + Billion people access Facebook each day
- 1.15 Billion Daily Users Access Facebook from a Mobile Device
- Facebook Users check in up to 14 times per day on average
- The average User spends 41 minutes a day on Facebook
- Over 50 Million facebook 'Pages' for Businesses
- Facebook currently has over 4 million active advertisers
- 75% of Brands on Facebook promote or 'Boost' their posts



Figures as of June 2018

You're probably wondering.

'Impressive statistics, but what do they all mean for your Mortgage Brokerage as a business?'

Lets say you want to put an 'Ad' on Facebook and you want to target people

- 1.) That are aged between 25 – 60 years old.
- 2.) Only reading your Ad on a mobile device.
- 3.) Only to see you Ad on a Saturday. (Real Estate Auction and Inspection Day)
- 4.) In specific areas, suburbs.
- 5.) To see your Ad between specific times that you set.
- 6.) With over a specific income level.
- 7.) Within particular job roles and descriptions.
- 8.) With particular interests.

Plus the ability to

further 'target' your audience.

& set your own budget.

Facebook will allow you to do all of this and more.

Custom Audience.

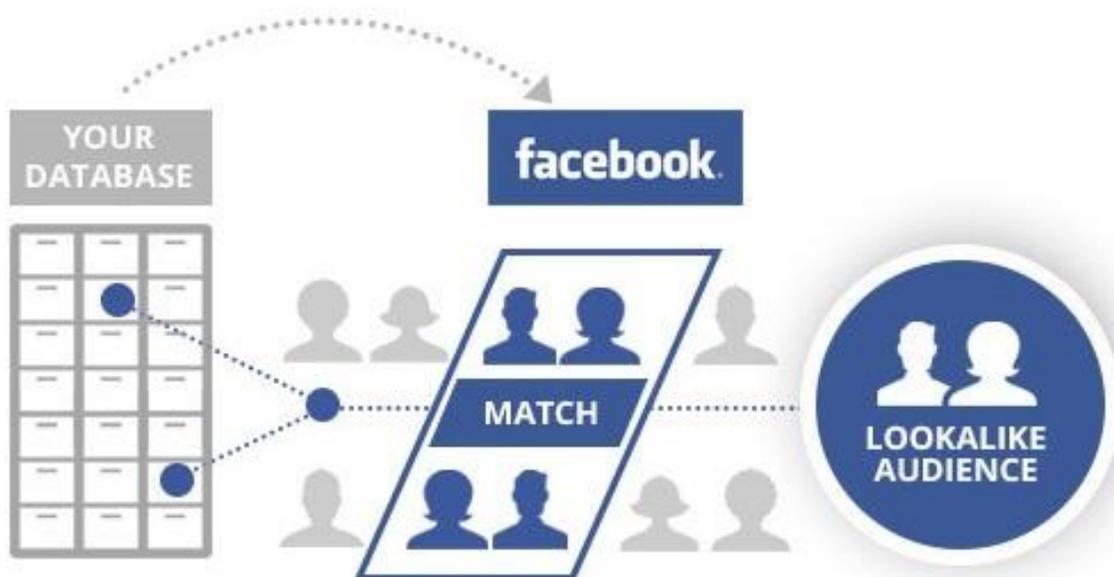
Let's say you have a list of emails or phone numbers of prospects and clients. You can upload this list to Facebook and Facebook will match the phone numbers or the emails to Facebook pages for the same people.

This is your Custom Audience. You can target your specific marketing message only to those within your Custom Audience if you choose.

Minimising wastage and maximising the return for your marketing \$\$\$, your marketing ROI.

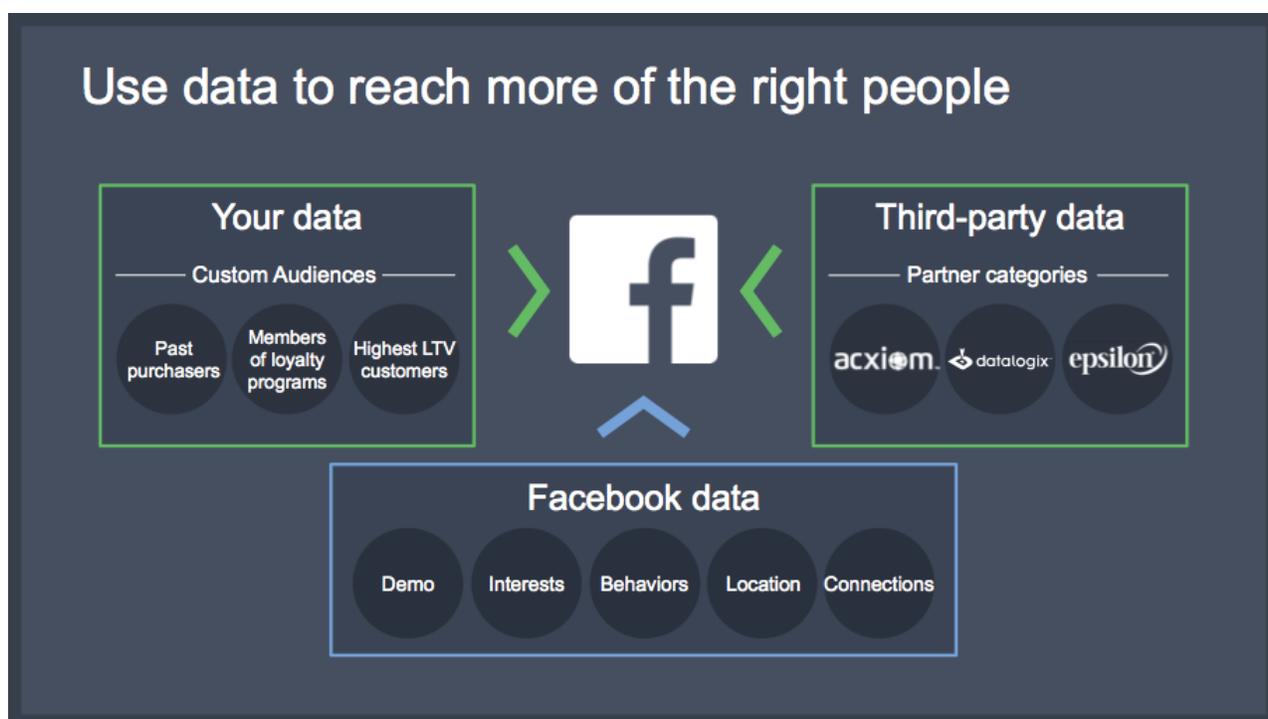


Lookalike Audience.



utilising 'Data Matching' it will create a Lookalike audience which as the name suggest is a larger audience with similar 'interests' to your Custom Audience.

A Lookalike Audience gives you the opportunity to scale up your marketing efforts even further with minimal wastage and provide a good result for your marketing ROI.



As the worlds largest Social media platform, Facebook has evolved [because it provides people with what they want that appeals to their interests.](#)

I cannot make it any clearer, provide people what they want that appeals to their interests.

So how should you use Facebook for your Mortgage Brokerage?

- ◆ Provide people with posts, messages, information etc that appeal to their interests.
- ◆ To maintain the interest of your audience you should post at least 3 times per week.
- ◆ Post information about results you have achieved for clients including
- ◆ Cleaning up their Credit File so they could get a loan approved.
- ◆ Getting a challenging loan approved.
- ◆ Testimonials with 'profile style pics' from happy clients (you can omit their surname in the interests of privacy)
- ◆ Results based articles.
- ◆ 'How to' type articles.
- ◆ Motivational Quotes of the Day (See Bonuses included with this report)
- ◆ <https://www.goodreads.com/quotes>

Use www.canva.com to brand your posts and articles.

Note: A Bonus Facebook Business Development Report (Has sold for \$1495.00) is included with this report.

Facebook Do's & Don'ts



Do's

- 1.) Complete all areas of your profile, biography etc.
- 2.) Always 'Message' any matters that are private.
- 3.) Be mindful of what you post.
- 4.) Only post in good taste, keep your posts short and sweet.
- 5.) Keep people informed.
- 6.) Ask questions, ask for feedback.
- 7.) Remember to say 'Thank You'.
- 8.) Quickly reply to comments and reviews.
- 9.) Avoid posting a comment for every post.
- 10.) Avoid any anger, aggression etc. Control the emotions.
- 11.) Think about what your friends want to read.
- 12.) Variety is the spice of life, so apply variety to your posts.
- 13.) Proofread your posts for any typos etc.
- 14.) Provide links to helpful articles, videos etc.
- 15.) Follow thought leaders

Don'ts

- 1.) Don't make friend requests to strangers.
- 2.) Vent about anything, especially work related issues etc.
- 3.) Don't post 'Chain' style messages, they are hated and frowned upon.
- 4.) Don't post anything of a private or confidential nature.
- 5.) Don't post anything related to your ID, Eg Drivers Licence, Passport etc.
- 6.) Don't share or post anything about family or friends that they may not want on Facebook.
- 7.) Don't post any naked pics, digital pics are easily posted elsewhere.
- 8.) Don't self promote excessively.
- 9.) Don't discuss politics or religion.
- 10.) Don't use bad grammar or poor slang.
- 11.) Don't share secrets.
- 12.) Don't use Facebook to announce you're going on holiday.
- 13.) Don't forget to use 'Facebook Insights' to see when you should post.
- 14.) Don't hard sell people, let them contact you.
- 15.) Don't ignore negative comments; always try to appease the situation.



Your Website



Your website needs to be seen as an electronic brochure for your business, which is attractive, informs people about your company and its services but also creates a reason for people to contact you.

Importantly your website needs to be easily viewed and read on all sized screens and devices. Over 40% of all Google searches are now done on a mobile device, that includes mobile phones, tables and laptops etc.

The following should be included in a mortgage broker website,

Home page

- ✓ Incl a USP
- ✓ A 'Call to Action'
- ✓ Company Profile.
- ✓ About Us incl Broker Profiles.
- ✓ Testimonials.
- ✓ Contact Us.
- ✓ Mission Statement.
- ✓ Lenders panel.
- ✓ Details of Loan types available including benefits of those loans to clients.
- ✓ Community Services, Statement or Charities Supported.
- ✓ Connected to Social Media incl Facebook and LinkedIn.

How you get paid and that talking to you is a 'No Risk' situation that won't cost your prospect a single dollar, because you get paid by the lender.

The main emphasis of what your website portrays should be the benefit to the prospective client and how you can help them. It should not be all about you. People want to read and hear about 'what's it for them'.

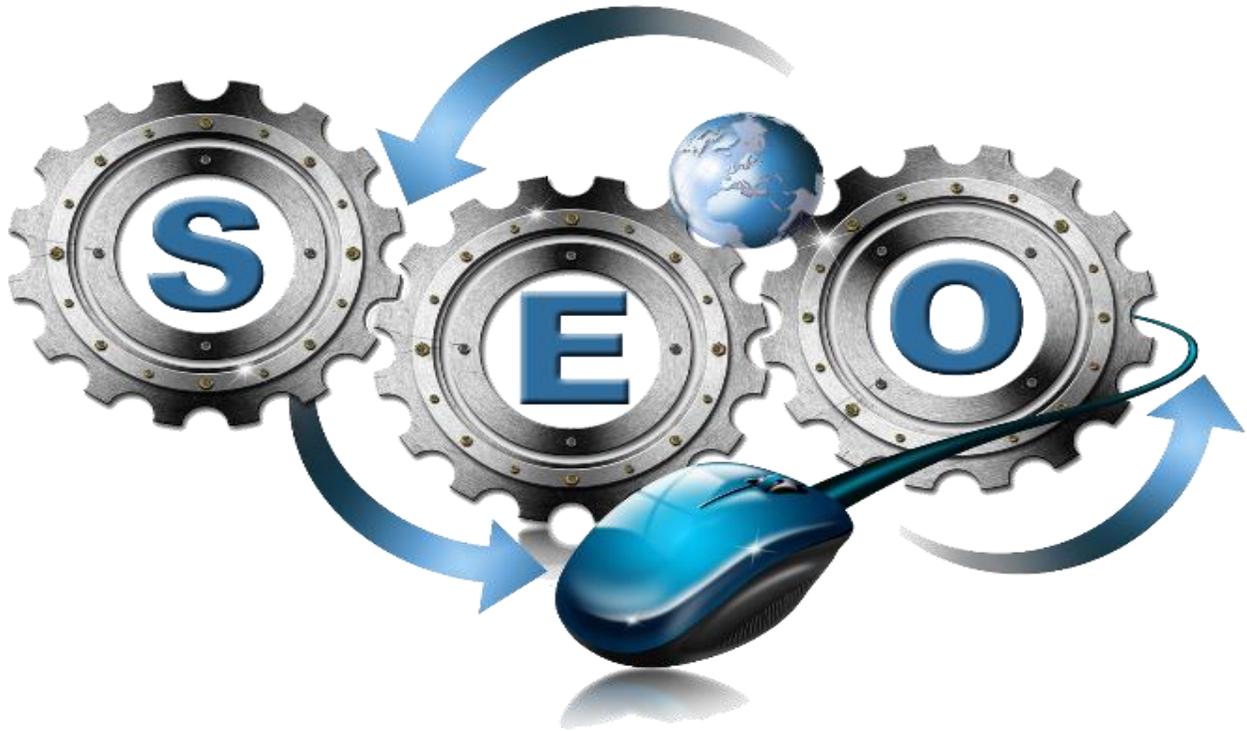
Too many website home pages talk all about the company, who they are, what they do, for how long, etc. This is ok on the 'Company Profile' page but not the home page.

The Home Page should be all about why the reader should contact you, what makes you stand out from the rest, what makes them want to call you or fill out an 'enquiry form'. It's all about generating inquiries for you.



What's in it for **THEM**

SEO Search Engine Optimization



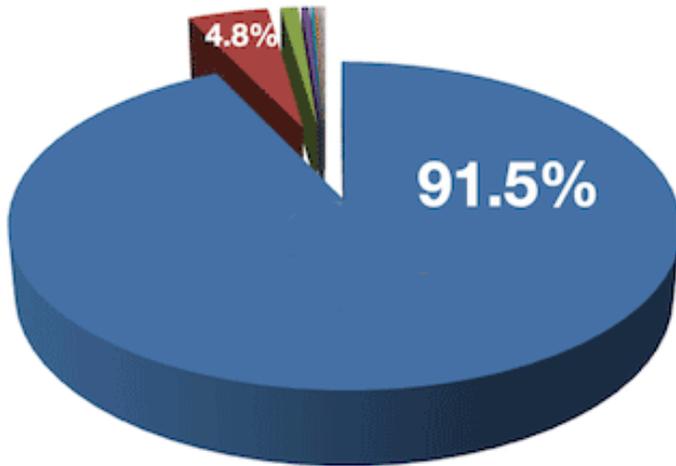
SEO stands for Search Engine Optimisation and it is the most important part of your website. SEO is what makes your website rank or display on page 1 on Google.

Whenever anybody searches for anything on Google, very rarely do they go beyond the first page. Therefore if you're not on page 1 on Google then you are missing out on valuable inquiries.

Described as a 'science' good SEO comes from experience, from knowing what to do to achieve verifiable results, e.g. page 1 on Google. With SEO you literally get what you pay for, it doesn't come cheap but it's worth every penny of what it costs.

To get good results from your website, to increase your inquiries your website needs to rank or display on page 1 on Google for several search terms related to your business, the services you provide and the area you are in.

Percentage of Google Traffic by Results Page



	Percentage of Google Traffic
Page 1	91.5%
Page 2	4.8%
Page 3	1.1%
Page 4	0.4%
Page 5	0.2%
Page 6	0.2%
Page 7	0.1%
Page 8	0.1%
Page 9	0.1%
Page 10	0.1%

Here are just a few of the search terms that your market would enter into Google when they are looking for the services that you provide.

- Mortgage broker (in your area)
- Finance broker (in your area)
- Home loans (in your area)
- Refinancing (in your area)
- Home loan advice (in your area)
- Loan specialist (in your area)
- Home loan specialist (in your area)
- Loan advisor (in your area)
- Home Loan advisor (in your area)
- Home Loan broker (in your area)
- Home loan refinancing (in your area)
- Good mortgage broker (in your area)
- Good Home Loan advice (in your area)
- Home Loan Broker (in your area)

How to Run an 'Information Evening'



It's called an 'Information Evening' because it's not a seminar, it's not a sales pitch to an audience of many people, it's all about providing useful information to people on a very casual basis and building your brand name to become 'top of mind' to people who by the very fact that they are attending your evening indicates that they have an interest in loans, refinancing etc in one form or another.

Their interest in loans, finance etc may be related to

- Buying or Selling property,
- Investing in property,
- A better deal than they currently have,
- Credit File advice.

These are all services that you and your Mortgage Brokerage can provide to them.

An Information Evening is an opportunity to

- 1.) Multiply your efforts.
- 2.) Provide useful and beneficial information to people in your area.
- 3.) Present your company and services to many people at the one time.
- 4.) Establish and build relationships with more people in less time.
- 5.) Build and expand your database.

A series of regular Information Evenings conducted just once a month and covering topics that provide valuable and relevant information to the audience, so the audience may be more informed about different finance products. Included at the end of the evening is a brief Question and Answer period where the audience may ask questions specific to their interests or particular needs.

Topics for your 'Information Evening' may include

- 1.) Supply & Demand & Property. Are we heading for a property bubble?
- 2.) Interest Rates and where they are heading.
- 3.) The latest Record Sales in _____(*your Suburb*)
- 4.) What You Should Know About Finance and investing in property.
- 5.) How to Structure Your Investment Property Purchase to Protect You and Your Assets.
- 6.) Finance & What to Look for in the Best Deal?

Other ideas for Topics you could include in an Information Evening:

Important:

As part of every Information Evening you put on, you should include in the information you handout a 'fact sheet' or 'checklist' on

'What to look for in a Good Mortgage Broker.'

6 Steps to run a successful 'Information Evening'.

- 1.) Before the event you should practice presenting your evening topic.
- 2.) Select and book your venue.
- 3.) Prepare your content and materials.
- 4.) Your prospecting and invitation campaign.
- 5.) Conduct your Information Evening.
- 6.) Follow up with attendees a few days after the event.

To Grow Your Database

To invite as many people as possible to your information evenings you can use several sources of peoples contact details including

- 1.) Your Database of prospects and clients.
- 2.) Enquiries.
- 3.) Opt In.
- 4.) Mailing Lists.
- 5.) Networking with local businesses.

To Get Started

Select and Book Your Venue:

Types of Venues to use include.

- 1.) Local hotel Function room.
- 2.) Reception Centre Function room.
- 3.) Local school hall or similar.
- 4.) Conference centre.

Important:

Always run a seminar or information evening on 'neutral ground', not in your office. There is a good reason for this. You want as many people as possible to attend and to want to return again to your next event. Therefore, you do not want people worrying that they may be sold something or they are going to experience a sales pitch of any kind. So, your office and your accountants' office are not an option as a venue for your information evening.

Regardless of which venue you choose, be sure that it is comfortable and presentable as your audience will see your choice of venue and how you present it as a reflection of you and your business.

Prepare Your Content and Materials.

For Your Information Evening You Will Need

- 1.) A database of suitable people to invite.
- 2.) A pre-prepared powerpoint presentation covering your topic.
- 3.) A Guest list to obtain their details to provide them with further Information and invite them to future events.
- 4.) Feedback forms for guests to provide input about the evening.
- 5.) An information pack for each guest.
- 6.) Testimonials.
- 7.) Proof of results you have achieved.
- 8.) Promotional materials to hand out when necessary.
- 9.) Branding posters, display stands, business cards etc
- 10.) Laptop PC, Projector and screen x 2 (1 for your powerpoint and the other for results etc if possible related to your topic)
- 11.) A presentable and well-prepared stage area.

Your Prospecting and Invitation Campaign

- 1.) Prospect List.
- 2.) Building your database.
- 3.) Setting up your database, invitation and confirmation campaign.
- 4.) A gift (Information is the cheapest and easiest) for agreeing to attend.
Eg. How to have your current loans checked to see if you've got the best deal that saves you money.
- 5.) Designing your invitations, writing your invitation emails and letters, designing your confirmation capture webpage, writing your confirmation and reminder emails, setting up your 'autoresponder'.
- 6.) Send out your 1st invitations.
- 7.) Send out 2nd lot of invitations.

Follow Up

- 1.) Asses Feedback forms filled out by guests at the end of the evening.
- 2.) A S A P follow up 'Hot leads' that you may have gained on the night.
- 3.) A few days after the Information Evening all guests should receive a follow up call to discuss their current position, offer a Free Market A Appraisal, and to discuss any other requirements they may have.

There is a Fortune in the Follow Up!

These days many people want to 'think about it' and lets face it, usually anything regarding property is a big decision for many, whether it be buying, selling or other, many people just want to take their time and put some thought into it.

Therefore, good follow up is essential.

Always, Always, Always, Remember to follow up.

Ask yourself one question

In the past how many deals have you lost because you have not followed up?
(Only you know the real answer to this)



When you think about it, isn't it true that

the more people you put yourself in front of

=

the more opportunities present themselves to you
and the more money you make.

Notes:

Design a Great Business Card



Your business card is literally a reflection of you, it can be described as an advertisement about your business and the products or services you provide, that you proudly present to people in person.

Unfortunately, many people design their business cards with just the bare basics and don't think about the message being portrayed to the person who may be receiving and reading the card.

Therefore, your business card needs to be designed with 2 objectives in mind. Such as

- 1.) What do you ultimately want your business card to achieve for you?
- 2.) What message do you want to get across?

Your business card has several objectives; it should be designed so it can be used to

- 1.) Make a good enough impression upon the person you present it to for them to want to keep the card and ultimately to want to talk further with you.
- 2.) Provide clear and concise information about you, the company you work for and the products or services you provide.
- 3.) Enhance your credibility and reputation.
- 4.) Promote 'Your Point of Difference'.
- 5.) Make your phone ring with enquiries.

Keep it simple in layout and design

When you design your business card, make sure that you use both sides and provide as much of the right information as possible.

Your business card should include

On the front of your card

Your Company Name and Brand Logo

Your Name and Title

A photo of yourself

Your full address

Phone Number

Mobile Phone Number

Email

Website

On the back of the card

Your company slogan, USP, Mission Statement etc.

Bullet points and details about your services and what you provide.

Eg.

What you can help people achieve?

What problems can you solve?

What areas you can improve for your clients.

What benefits of what you provide.

A testimonial that can be contacted if possible about your services and the results achieved.

Note: When you design your business card layout, be sure to proof read it in hard printed sample form before you approve the final print production. In hard form you will pick up things you may wish to change that you can easily miss proof reading it on your PC Screen.

Follow Up & Ongoing Communication



If you're not staying in touch you could be missing out on as much as 50% of the business that is out there.

Your current prospects that you have previously spoken to about finance, but haven't 'signed' for whatever reason, are still a possible loan just waiting to happen, provided that you follow up and maintain the communication and relationship with them and demonstrate that you are the better Finance Professional in your area for them to apply for finance through.

Remember:

Anybody that is interested in talking to you in the first place is a possible lead or deal at some stage!

Furthermore, your database of past clients that you have done business with are also a virtual gold mine just waiting to be tapped, as long as you remain 'top of mind' as the most trusted finance professional they know.

Clients that have previously experienced your services, who were happy with the results and importantly how well you looked after them are more likely to

- 1.) Use your services again.
- 2.) Recommend you and your services to their family and friends

But if you cease communication with them, if you allow them to forget about you, the next time either they or a friend of theirs requires a Finance Professional in your area; your chances of being referred diminish significantly.

3 Benefits of Follow Up and Regular Communication.

- 1.) Increased Deals Signed.
- 2.) Increased referrals for finance.
- 3.) Maintain and build market share and your future in your area.

Lifetime Client Value

The importance of follow up and communication with your prospects and clients can be appreciated in dollar terms when you consider and understand how much a client can literally be worth to you, especially over a period of time.

(A) How much commission do you earn from your average client per loan
Between \$ _____ & \$ _____

(B) How many times, conservatively, could a client use your services over
their lifetime? = _____

(A) \$ _____ X (B) _____ = (C) \$ _____

(C) = Lifetime Client Value.

=

What your clients can literally be worth to you in \$\$ terms over their lifetime.

Consider this: How many referrals could a client who is satisfied and delighted with your services refer to you _____ and your Lifetime Client Value figure of \$ _____ multiplied = \$ _____

This figure is what the referrals from your clients can be worth to you.....

Here is the real potential of good follow up and ongoing communication.

Currently are you using a CRM to manage your prospecting and communications?

Yes No

How would you rate your follow up strategy with prospects for finance? _____/10

What areas of your follow up strategy to prospects for finance could be improved?

- 1.) _____
- 2.) _____
- 3.) _____

How would you rate your ongoing communication with past clients? _____/10

What areas of your communication strategy with past clients could be improved?

- 1.) _____
- 2.) _____
- 3.) _____

When was the last time you went over all your previous appointments in your diary? _____



SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

'A Personal Debrief' After all Meetings with Prospects



What do all the top performers and the highest earners in the different professional sporting fields have in common?

Following their event they all conduct a 'Personal Debrief'.

The objective is for them to identify the areas within their just completed 'event' where they could have performed better, to identify areas they can improve, then to put in place a 'plan of action' to work on implementing those improvements.

By applying this strategy after they have been 'dropped' many sportspeople have returned better than ever before with a successful comeback.

So how does this benefit you the professional Finance Broker?

It's really simple. Have you ever left a meeting or a confronting or challenging discussion, then afterwards when it seems to late, suddenly think to yourself?

'I should have said this'

or

'I should have done that.'

Then the very next day you try to remember what you 'should have said' or 'should have done' for next time only to suffer from a mental blank because you have completely forgotten. Does this sound familiar? We've all experienced this.

A Personal Debrief

Straightaway after meetings is the best time to do a quick 'Personal Debrief'. You will be able to identify and make notes about areas that you can improve, then work towards implementing those very improvements.

Ask yourself

'Where could I have done better?'

'What could I have done better?'

'What could I have said differently?'

'Where could I improve?'

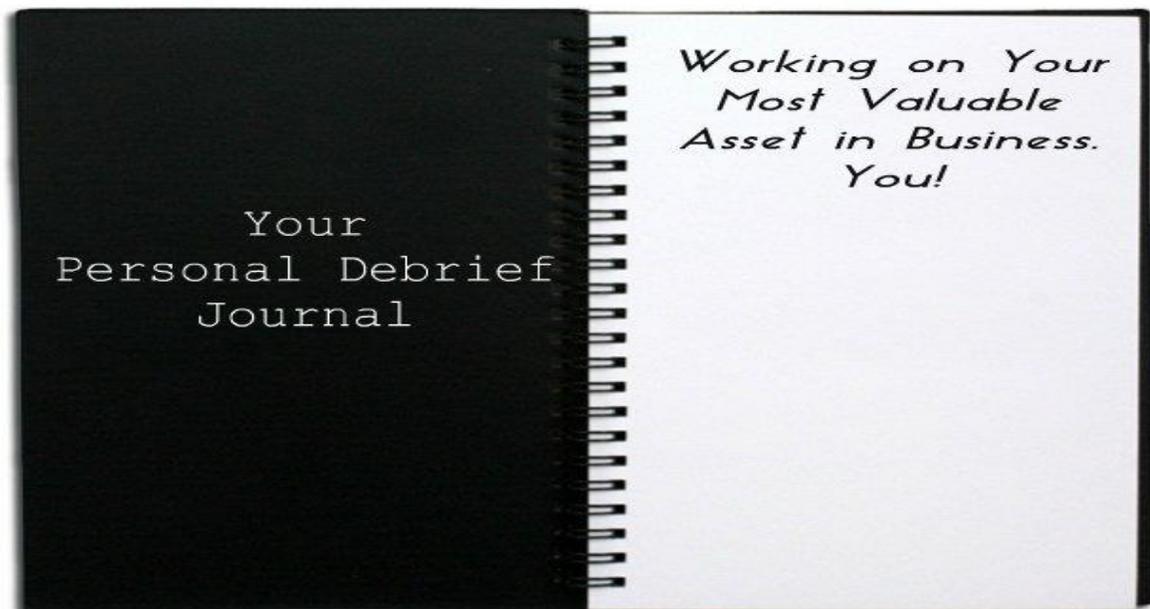
Keep a Debrief Journal

By self monitoring through a process of reflection of your performance during meetings etc, you can then identify specific areas for improvement.

Collect all of your 'Debriefs' in a Journal and go over them regularly.

You will get valuable insight into the progress you make on a personal and professional level.

Also you will have an invaluable source of follow up leads and prospects that you have already met and hopefully established communication with.



Meeting with Prospect Debrief & Follow Up Form

Follow Up Section:

Date: ____/____/____

The fact that you have an appointment with a prospect indicates that

'They are open to a discussion about finance or applying for a loan facility.'

This tells you they are interested, and now it's a matter of finding agreeable points both you and they agree on so that you can submit a loan application for them either now or at some time in the near future.

Time & Duration of Meeting: _____

Outcome:

Loan Application Commenced	Yes	No
Follow Up Required	Yes	No

Notes for Follow Up:

Prospect Name: _____

Address: _____

Postcode: _____

Contact No: _____

Email: _____

Preferred Method of Contact: (Please Circle) Home Phone, Mobile Email

Type of Loan or Finance required: _____

Comments:

Meeting with Prospect Debrief & Follow Up Form cont

Personal Debrief Section:

Evaluation of Meeting

Outstanding Good Satisfactory Unsatisfactory Poor

During the meeting what went well?

Where could you have done better?

What could you have done better?

What could you have said differently?

Other things you should have said:

Where can you improve?

Personal areas you can improve:

Company areas to improve:

Feedback:

Recommendations:

Business Plan & Marketing Plan.



Just as you use a diary to note and schedule appointments and things to do etc, every business should have a Business Plan to keep your business on track towards achieving the goals and targets you set for your business.

As customers/clients are the lifeblood of your business and marketing is what literally drives those customers/clients to your business then you should also have a Marketing Plan.

Look at it this way: Would you put your partner and kids in a 4 wheel drive and tell them you're all off on a 6 month drive around Australia holiday without some kind of itinerary? Of course you wouldn't. You would be asking for trouble, not to mention the chaos when things go wrong.

Amazingly many people in business either have a business plan they never look at, they have it in their head, which is just a dream, or they don't have one at all.

In short.

**A Business Plan & a Marketing Plan
are essential to achieve your objectives.**

Business Plan Benefits

- 1.) Keeps your business strategy on track towards your objectives.
- 2.) Clearly states your targets and objectives.
- 3.) Allows you to forecast and plan the steps involved.
- 4.) Helps to improve your market share.
- 5.) Establishes your priorities.
- 6.) Helps to keep your business afloat.
- 7.) Identifies your Strengths, Threats, Opportunities and Weaknesses.
- 8.) Essential for any finance.
- 9.) Assists you to stay within budget.
- 10.) Can provide day to day operational assistance and guidance.

A business plan is an indispensable tool for future development and growth.



Marketing Plan Benefits

- 1.) Allows you to establish a clear marketing vision for your business.
- 2.) Maintains marketing efforts to compliment business targets and objectives.
- 3.) Allows you to identify any niche to be targeted.
- 4.) Research to identify target markets and how to best capitalize on them.
- 5.) Allows you to test and measure the effectiveness of different initiatives.
- 6.) Design and manage advertising and marketing strategies that compliment each other.
- 7.) Develop products or services that can fill a gap in the market.
- 8.) Includes the strategy to generate sales.
- 9.) Includes a comprehensive strategy of the entire sales process.
- 10.) Allows you to identify other businesses that can help you to achieve your objectives, JV partners etc.

If you do not have a plan
then how will you get there?

5 Step Marketing Plan



Note: A Business Plan and Marketing Plan templates are included in the Resources Section.

Reference & Resources Section

In this section you will find tips and links to valuable information that you can use towards improving your results.

[We Appreciate Your Feedback Form \(for Testimonials\)](#)

[Client Satisfaction Survey](#)

[Personal Debrief & Follow Up Form.](#)

[Economy Clock.](#)

We Appreciate Your Feedback

As a valued client I would really appreciate your feedback on the service I have provided to you. I sincerely hope that you're delighted with your loan facility now that it is approved and that you're looking forward to settlement.

How would you rate

- | | |
|---------------------------------------|--|
| My services as your broker | <input type="checkbox"/> <i>More than happy.</i>
<input type="checkbox"/> <i>Satisfied.</i>
<input type="checkbox"/> <i>Could be better.</i> |
| The panel of lenders to choose from | <input type="checkbox"/> <i>Excellent.</i>
<input type="checkbox"/> <i>Average.</i>
<input type="checkbox"/> <i>Below Average.</i> |
| The specific loans I suggested to you | <input type="checkbox"/> <i>Good.</i>
<input type="checkbox"/> <i>Average.</i>
<input type="checkbox"/> <i>Below Average.</i> |
| The process to get your loan approved | <input type="checkbox"/> <i>Very Easy.</i>
<input type="checkbox"/> <i>OK.</i>
<input type="checkbox"/> <i>Challenging.</i> |

Further ideas/ comments/ suggestions or even a Testimonial:

May I use these comments or testimonial on our website
www._____.com?

Yes

No

If Yes,

Your Name: _____

Position: _____

Suburb: _____

If Relevant, (Eg: a loan for a business etc)

Company or Business Name: _____

Suburb: _____

Thank You for your feedback

(Your Name Here.)

Your privacy is important to us and at no time will we provide your details to another unrelated company.

Personal Debrief & Follow Up form

Follow Up Section:

Date: ____/____/____

The fact that you have an appointment with a prospect indicates that

'They are open to a discussion about finance or applying for a loan facility.'

This tells you they are interested, and now it's a matter of finding agreeable points both you and they agree on so that you can submit a loan application for them either now or at some time in the near future.

Time & Duration of Meeting: _____

Outcome:

Loan Application Commenced	Yes	No
Follow Up Required	Yes	No

Notes for Follow Up:

Prospect Name: _____

Address: _____

Postcode: _____

Contact No: _____

Email: _____

Preferred Method of Contact: (Please Circle) Home Phone, Mobile Email

Type of Loan or Finance required: _____

Comments:

Meeting with Prospect Debrief & Follow Up Form cont

Personal Debrief Section:

Evaluation of Meeting

Outstanding Good Satisfactory Unsatisfactory Poor

During the meeting what went well?

Where could you have done better?

What could you have done better?

What could you have said differently?

Other things you should have said:

Where can you improve?

Personal areas you can improve:

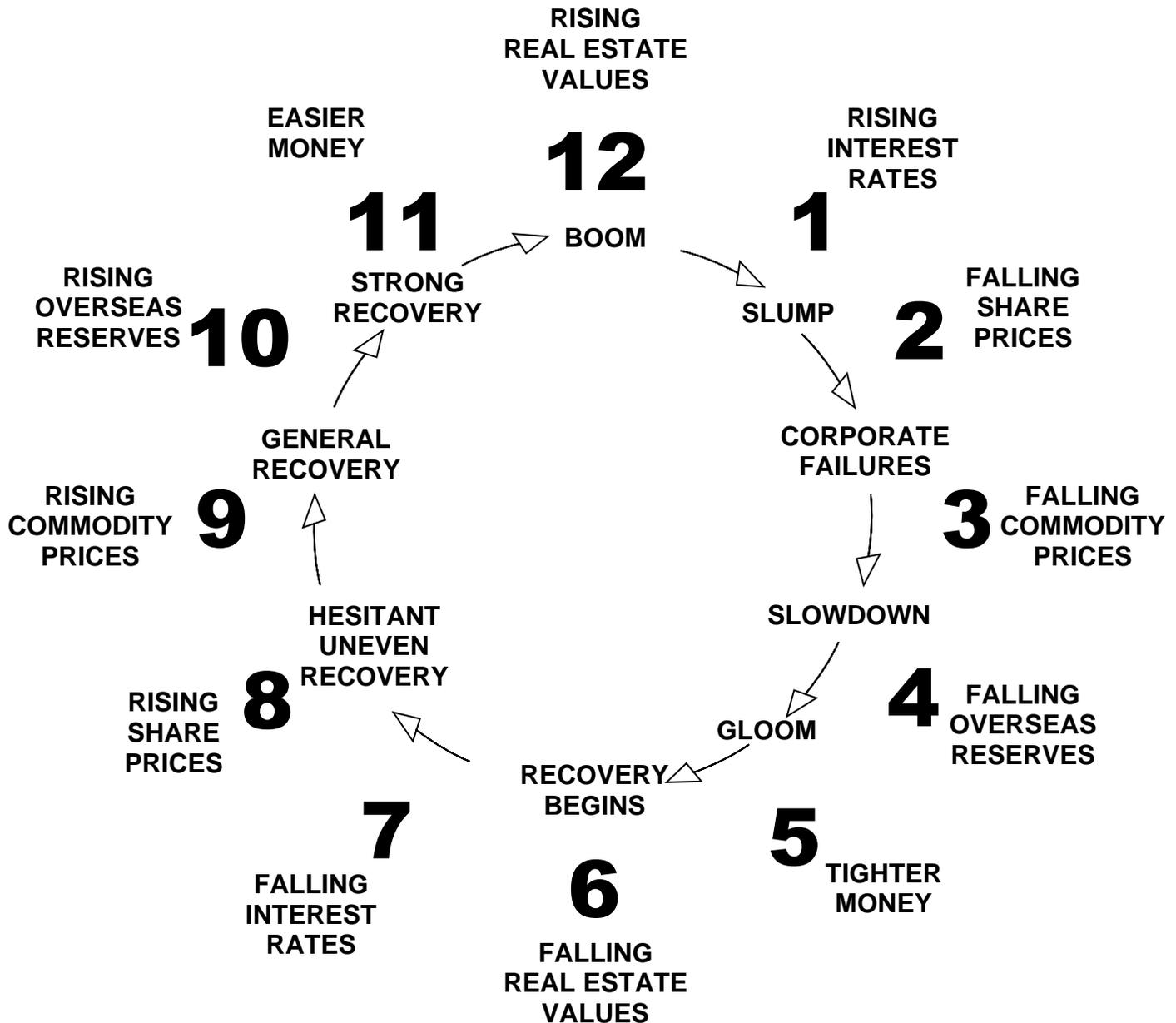
Company areas to improve:

Feedback:

Recommendations:

Economy Clock

Compiled by “The Evening Standard” London from a study of trade cycles over a period of 150 years.



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